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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	77820681
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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

IN RE: Rock Communications Ltd.

SERIAL NO: 77/820,681

MARK: CATCHFIRE MEDIA

FILED: September 4, 2009

LAW OFFICE: 109

Appeal No. 373649

Trademark Trial and Appeal Board
U.S. Patent and Trademark Office
P.O. Box 1451
Alexandria, VA 22313-1451

APPEAL BRIEF

TABLE OF CONTENTS

I. INTRODUCTION	1
II. FACTUAL BACKGROUND	1
A. Appellant's Social Media Services	1
B. The Examining Attorney's Final Refusal of Registration.....	2
III. ISSUE	2
IV. ARGUMENT.....	3
A. The Law of Likelihood of Confusion	3
B. Appellant's Mark is Dissimilar in Sound, Appearance, and Overall Commercial Impression	4
C. The Services of Appellant's Mark and that of the '064 Mark are Not Closely Related	4
D. Prior Third-Party Use of CATCHFIRE Marks for "Related" Services Demonstrate the Cited CATCHFIRE Mark is Weak and Entitled to Only a Limited Scope of Protection	5
V. CONCLUSION.....	8

TABLE OF AUTHORITIES

Cases

<i>Duluth News-Tribune v. Mesabi Publ'g Co.</i> , 84 F.3d 1094 (8 th Cir. 1996).....	4
<i>General Mills, Inc. v. Kellogg Co.</i> , 824 F.2d 622 (8 th Cir. 1987).....	5
<i>In re Broadway Chicken, Inc.</i> , 38 USPQ2d 1559 (TTAB 1996).....	3
<i>In re Dixie Restaurants, Inc.</i> , 105 F.3d 1405, 41 USPQ 1531 (Fed. Cir. 1997).....	3
<i>In re E.I. DuPont DeNemours & Co.</i> , 476 F.2d 1357, 177 USPQ 563 (CCPA 1973).	3, 7
<i>In re Shell Oil</i> , 992 F.2d 1204, 26 USPQ2d 1687 (Fed. Cir. 1992).....	3
<i>King of the Mountain Sports v. Chrysler Corp.</i> , 185 F.3d 1084 (10 th Cir. 1999).....	4
<i>Lloyd's Food Products, Inc. v. Eli's, Inc.</i> , 987 F.2d 766, 25 USPQ2d 2027 (Fed. Cir. 1993).....	3
<i>Opryland USA Inc. v. Great Am. Music Show</i> , 970 F.2d 847 (1992).....	3
<i>Palm Bay Imports Inc. v. Veuve Clicquot Ponsardin Maison Fondée En 1772</i> , 386 F.3d 1369 (Fed. Cir. 2005).....	5, 7

Statutes

15 U.S.C. § 1052(d)	1, 2
Section 7(b) of the Trademark Act	7

Other Authorities

J. Thomas McCarthy, McCarthy on Trademarks and Unfair Competition § 11:88 (4 th ed. 2001).....	5, 7
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Dear Sir:

Please enter the following Appeal Brief into the record. It urges reversal of the Examining Attorney's final refusal to register the above-stated mark under Section 2(d) of the Trademark Act, 15 U.S.C. § 1052(d), on the ground the mark is likely to be confused with the mark in U.S. Registration No. 3,446,064.

I. INTRODUCTION

Rock Communications Ltd. ("Appellant") appeals the Examining Attorney's final refusal of registration of Appellant's CATCHFIRE MEDIA mark for business consulting and information services, namely, comprehensive social media strategy consultation, monitoring, analysis and support.

II. FACTUAL BACKGROUND

A. Appellant's Social Media Services

Appellant, Rock Communications Ltd., is a social media strategy and consulting firm that offers comprehensive planning, analysis, and support for its clients. (See attached Exhibit 1). This is Appellant's sole business. (Exh. 1).

Social media consulting is an up and coming niche industry. As noted by a socialmediaexplorer.com February 24, 2010 posting, "the social media monitoring industry has been the single fastest-growing niche in the world of technology over the past three years." (Exh. 2). It is not merely a "side business" for marketing firms, but instead is typically the primary or, in most cases, the only service being provided by social media consulting firms, such as Appellant.

B. The Examining Attorney's Final Refusal of Registration

The Examining Attorney has issued a final refusal of Appellant's CATCHFIRE MEDIA Mark on the ground of likelihood of confusion under Section 2(d), 15 U.S.C. § 1052(d), based on Registration No. 3446064 ("the '064 mark") for CATCHFIRE for advertising agency services; creating corporate and brand identities for others; creating advertising and promotional materials for others, namely, advertisements, brochures, annual reports, printed publications, direct mailings, and internet website content, owned by Bolger Publications, Inc.

Among the arguments relied on by the Examining Attorney in the final refusal are: 1) similarity of the marks; 2) similarity of the services; and 3) similarity in the channels of trade.

Further, the Examining Attorney has summarily dismissed Appellant's extensive evidence of third-party use of CATCHFIRE in the marketing industry.

For the reasons detailed below, Appellant respectfully submits that the Examining Attorney erred in, among other things, the failure to give the proper weight to the evidence of record that social media consulting services are not synonymous with marketing services and, in fact, the services run in different channels of trade. In addition, the Examining Attorney erred by failing to consider Appellant's extensive evidence of prior use of CATCHFIRE in the industry, which the Examining Attorney has deemed to be irrelevant. Accordingly, Appellant respectfully requests that the Board reverse the Examining Attorney's refusal of registration.

III. ISSUE

Whether there is a likelihood of confusion between Appellant's CATCHFIRE MEDIA Mark for business consulting and information services, namely, comprehensive social media strategy consultation, monitoring, analysis and support, and the cited mark CATCHFIRE for advertising agency services; creating corporate and brand identities for others; creating

advertising and promotional materials for others, namely, advertisements, brochures, annual reports, printed publications, direct mailings, and internet website content.

IV. ARGUMENT

A. The Law of Likelihood of Confusion

A likelihood of confusion determination under Section 2(d) is based on an analysis of all of the probative facts in evidence that are relevant to the thirteen factors set forth in *In re E.I. du Pont de Nemours & Co.*, 476 F.2d 1357, 1361, 177 USPQ 563, 367 (CCPA 1973). Whether a likelihood of confusion exists is a question of law based on underlying facts and evidence. *In re Dixie Restaurants, Inc.*, 105 F.3d 1405, 1406, 41 USPQ2d 1531, 1533 (Fed. Cir. 1997).

Moreover, "not all of the *du Pont* factors are relevant or of similar weight in every case."

Opryland USA Inc. v. Great Am. Music Show, 970 F.2d 847, 850, 23 USPQ2d 1471, 1473 (Fed. Cir. 1992). The various *du Pont* factors "may play more or less weighty roles in any particular determination." *In re Shell Oil*, 992 F.2d 1204, 1206, 26 USPQ2d 1687, 1688 (Fed. Cir. 1993).

Further, any one of the factors may control a particular case. *du Pont*, 476 F.2d at 1361-62, 177 USPQ at 567. In numerous cases, both the Board and courts have held that the weakness of the cited mark(s) can be a determinative factor in a likelihood of confusion analysis. *See Lloyd's Food Products, Inc. v. Eli's, Inc.*, 987 F.2d 766, 25 USPQ2d 2027 (Fed. Cir. 1993)(finding the Board erred in failing to consider evidence of third-party use of mark in determining likelihood of confusion); *In re Broadway Chicken, Inc.*, 38 USPQ2d 1559, 1564 (TTAB 1996)(extensive third-party use evidence supports a finding of no likelihood of confusion).

As detailed below, the most relevant and controlling *du Pont* factors in this case are: (1) the dissimilarities between the marks in sound, appearance, and overall commercial impression;

(2) the dissimilarities between the relevant services of the marks; and (3) the significant number of similar CATCHFIRE-formative marks in use for related goods/services. When the most relevant *du Pont* factors are considered in relation to Appellant's CATCHFIRE Mark, they weigh in Appellant's favor.

B. Appellant's Mark is Dissimilar in Sound, Appearance, and Overall Commercial Impression

The Examining Attorney states that the marks are likely to be confused because the marks are similar and the services are related. However, the '064 mark is for CATCHFIRE while the present mark is CATCHFIRE MEDIA. The marks look different, sound different, and are spelled differently. Moreover, even if "CATCHFIRE" could be considered the dominant portion of the marks (which Appellant does not concede), it is well established that the presence of even identical dominant terms does not necessarily make two marks confusingly similar. *See e.g. Duluth News-Tribune v. Mesabi Publ'g Co.*, 84 F.3d 1094 (8th Cir. 1996); *King of the Mountain Sports v. Chrysler Corp.*, 185 F.3d 1084, 1090 (10th Cir. 1999).

C. The Services of Appellant's Mark and that of the '064 Mark are Not Closely Related

Further, the services of Appellant's CATCHFIRE MEDIA mark and that of the '064 mark are not closely related. Appellant's recitation of services relate exclusively to, "comprehensive social media strategy consultation, monitoring, analysis, and support." (Exh. 1). It is respectfully submitted there is no evidence that such services are also offered by companies offering advertising services, such as those of the '064 mark. In fact, Appellant can find no reference to its social media consulting and analysis services in the registrations pertaining to advertising services that the Examining Attorney has made of record. Appellant's own company

is involved only in social media consulting, as illustrated by the attached excerpts from its web site. (Exh. 1).

Thus, the evidence of record demonstrates that the services of Appellant and that of the '064 mark do not run in the same channels of trade. Consumers are therefore not likely to believe Appellant's social media services provided under CATCHFIRE MEDIA emanate from the owner of the '064 mark and vice versa.

D. Prior Third-Party Use of CATCHFIRE Marks for "Related" Services Demonstrate the Cited CATCHFIRE Mark is Weak and Entitled to Only a Limited Scope of Protection

Evidence of third-party use of similar marks for similar goods/services is relevant to show that a mark is weak and entitled to only a narrow scope of protection. *Palm Bay Imports Inc. v. Veuve Clicquot Ponsardin Maison Fondée En 1772*, 386 F.3d 1369, 73 USPQ2d 1689, 1693 (Fed. Cir. 2005), *citing* J. Thomas McCarthy, *McCarthy on Trademarks and Unfair Competition* § 11:88 (4th ed. 2001)("Evidence of third party use of similar marks on similar goods is admissible and relevant to show that the mark is relatively weak and entitled to only a narrow scope of protection."); *General Mills, Inc. v. Kellogg Co.*, 824 F.2d 622, 626-27 (8th Cir. 1987)("evidence of third party usage of similar marks on similar goods is admissible and relevant to show that the mark is relatively weak and entitled to a narrower scope of protection."); *Lloyd's Food Products, Inc. v. Eli's, Inc.*, 987 F.2d 766, 25 U.S.P.Q.2d 2027 (Fed. Cir. 1993)(Summary judgment finding a likelihood of confusion was reversed, the Board held to have erroneously rejected the argument of weakness evidenced by third party phone book listings).

In this case, Appellant has made of record several third party uses of "CATCHFIRE" for services that are as related to the services of the '064 registration as those of the present application, including the following:

- CATCHFIRE MARKETING in Centennial, Colorado (catchfiremarketing.com) for marketing services for real estate, mortgage, and insurance professionals (Exhibit 3). The web site notes that the company has been in business for over eight years;

- CATCHFIRE INTERNET MARKETING SUCCESS PRINCIPALS for internet marketing services specializing in the health and beauty industry in Dallas, Texas (Exhibit 4);

- CATCHFIRE CAFÉ in Englewood, Colorado (catchfirecafe.com) for business development services (Exhibit 5); and

- CATCHFIRE LEARNING SOLUTIONS (catchfirelearning.com) for business consultation services (Exhibit 6).

The coexistence of these "CATCHFIRE" businesses (including that of the '064 registration) clearly demonstrates that consumers can distinguish among marks containing the term CATCHFIRE for marketing-related services. The fact there are so many marks comprised of or containing the term CATCHFIRE for marketing-type services, confirms the conclusion that the public is accustomed to encountering different entities using CATCHFIRE formative marks in this field, and they are educated enough to rely on minor differences in the marks to distinguish them.

This evidence of prior third party registration of CATCHFIRE marks for related goods and services demonstrates that the cited mark CATCHFIRE is "weak" and "not entitled to a broad scope of protection." Moreover, under the prevailing case law, this "significant factor" weighs heavily against a finding of likelihood of confusion.

In the denial of Appellant's Request for Reconsideration, the Examining Attorney dismisses Appellant's arguments on this issue on the basis that Appellant is improperly attacking the validity of the '064 registration under Section 7(b) of the Trademark Act. This is simply not the case. Appellant is not arguing that the '064 registration is not entitled to protection or is invalid, but instead that the scope of protection of the '064 registration is narrowed due to the presence of several other "CATCHFIRE" marks in use in the marketplace for services as similar to that of the '064 mark as Appellant's.

The Examining Attorney further states that Appellant is improperly arguing that the '064 mark is weak on the basis that it is descriptive. Again, at no point has Appellant made such an argument. Instead, again, the point is that the evidence shows that for whatever reason "CATCHFIRE" is widely used amongst people in the field of marketing and business consultation. This type of evidence goes directly to the sixth *du Pont* factor – the "number and nature of similar marks in use on similar goods" and cannot simply be ignored. *du Pont*, 476 F.2d 1357, 1361 (C.C.P.A. 1973). In this regard, the evidence of record demonstrates that the consuming public is exposed to third-party use of "CATCHFIRE" on similar services and is "relevant to show that a mark is relatively weak and entitled to only a narrow scope of protection." *Palm Bay Imports*, 396 F.3d at 1373, 73 USPQ2d at 1693 (Fed. Cir. 2005). *See also* TMEP Section 1207.01(d)(iii).

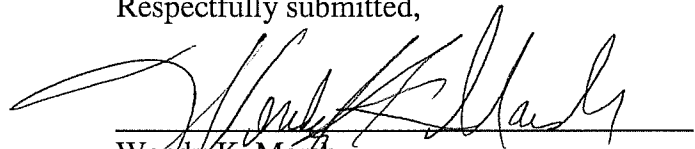
In summary, Appellant's third-party evidence demonstrates that consumers who purchase marketing/business consultation-related services have been conditioned to look to the other elements of the marks, such as different spellings, additional words, transposition of terms, etc. as a means of distinguishing between them. *See McCarthy*, § 11.88. In this case, consumers have been conditioned to recognize minor differences to distinguish between the numerous

CATCHFIRE-formative marks. Just as the Registrant's has been allowed to register in view of these previous marks, Appellant's current CATCHFIRE MEDIA mark should be allowed to coexist and be registered.

V. CONCLUSION

For the foregoing reasons, Appellant respectfully requests that the Board reverse the Examining Attorney's refusal to register CATCHFIRE MEDIA.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'Wendy K. Marsh', is written over a horizontal line.

Wendy K. Marsh

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ATTORNEY FOR APPELLANT

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Real-Time Monitoring

Catchfire Media's team is trained to precisely monitor what is being said about your organization online at any given time. Depending on the level of service you are seeking, we are able to deliver real-time alerts and reports to you daily, weekly, or monthly with suggestions on how to most successfully engage your targeted audiences. Catchfire employs analysts that are committed to data mining, analysis, reporting, and solution delivery for your organization online, so that you don't have to.

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The professionals at Catchfire Media will develop a long-term social media strategy for your organization so that you are constantly aware of what and why certain tactics are suggested for implementation. Our firm will develop a comprehensive list of key deliverables so your organizational leaders can easily track the progress of your social media efforts.

Promotion and Initiative Launching

Utilizing an appropriate mix of social media tools, Catchfire Media has the expertise and resources to develop and implement social media campaigns and promotions for your organization. Whether you are looking for help in bringing your ad campaigns to the social web or in launching a new product, our experienced team will ensure that your chosen audiences are encouraged to interact with you (and share those interactions with others).

Competitor Tracking

Just as important as it is to track your own successes and areas for improvement in the social web, it is imperative to be aware of your competition's status. Employing the same proprietary tools used to track your progress, Catchfire Media will provide insight on what is and is not working well for your competition.

Best Practices Training

Catchfire Media's knowledgeable team will train your staff on topics such as engagement strategy, efficient use of social media tools, and social media ethics.

Return on Investment (ROI) Tracking

The bottom line is perhaps the most important aspect of social media to your organization's leadership team. It's critical for your organization to have access to reports that convey the successes and challenges of your social media participation to articulate influence, inform strategy, and determine ROI. Catchfire Media's analysts will prepare comprehensive reports that demonstrate how your organization's involvement in social media is improving profitability.

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Exploring Social Media Monitoring: An Industry Survey

February 24, 2010 · [Comments](#)



Jason
Falls



You could say the social media monitoring industry has been the single fastest-growing niche in the world of technology over the past three years. As more companies engage in social media, participate in conversations and launch social media initiatives, the demand to monitor what is being said and analyze that data is critical for companies to not only read and react, but also fund and staff social initiatives.

Because social media monitoring has been one of [my favorite topics here on Social Media Explorer](#), I'm asked my opinions of the tools regularly. I try hard to review different ones as often as possible without this becoming a blog about social media monitoring exclusively. But the industry seems to be growing, and becoming more competitive, with each passing day.

As a result, I've decided to take a more focused approach to social media monitoring solutions to better understand them myself, offer you insights and analysis of the tools and be better poised to recommend appropriate solutions for my clients. To do so, however, first requires that I understand more about how you are using social media monitoring solutions and what makes a good solution for you and your organization. With that, I ask that you take just a few moments to fill out the survey below. I will readily share the results soon as we explore social media monitoring solutions together.

Your name

<input type="text"/>	<input type="text"/>
First Name	Last Name

Email

(optional)

Social Media Monitoring Survey

Please take a brief moment to answer these questions about social media monitoring and your business or organization. Please choose only the best answer for each question or statement.

How often do you ...

	Never	Annually	Quarterly	Monthly	Weekly	Daily
Use free social media monitoring tools	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Use a paid social media monitoring tool	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Use both free and paid social media monitoring tools	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Engage with customers because of what you find	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Report social media metrics to supervisors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Use social media monitoring insights in company/marketing decisions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

For paid solutions, how comfortable are you with ...

	Very Comfortable	Comfortable Enough To Figure It Out	May Need Help	Will Need Serious Hand-Holding	Not Comfortable At All
Determining what to search for	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Setting up the searches properly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Analyzing/interpreting the data presented	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Responding to conversations you find

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
-----------------------	-----------------------	-----------------------	-----------------------	-----------------------

For paid solutions, how satisfied are you with ...

	Very Satisfied	Satisfied	Neutral	Unsatisfied	Very Unsatisfied
The amount of data/conversations returned	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The ability to filter/manage the data	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The ability to respond to conversations/posts within the tool	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The ease of changing/amending searches	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The reports supplied	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Service/Support	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

What is most important to you in a paid monitoring solution?


	Critical	Very Important	Moderately Important	Nice But Not Necessary	No Opinion	Not Important At All
Price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Training/Support	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Multiple searches/topics (competitors, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Number of sources (blogs, news, forums, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Qualitative Insights (quotes, trending topics/sub-topics, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ability to filter/manipulate data	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ability to produce charts/graphs for my own reports	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Exporting data into other formats (Excel, PDF, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tool integration w/Twitter, Facebook, etc.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tool integration w/sales, project software	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tool integration with analytics/reporting software	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Influencer identification	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Geographic filtering	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sentiment/Tone Analysis	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Workflow Management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

And before you navigate away, did I miss anything? Are there items relevant to social media monitoring I should be discovering that were not included in the survey. A penny for your thoughts? The comments are yours.

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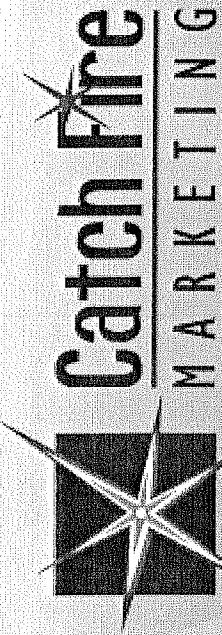
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- Calendars
- Clocks and Watches
- Computer Accessories
- Diaries, Journals, and Notepads
- Drinkware
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PRINTING. DIRECT MAIL. GRAPHIC DESIGN. PROMOTIONAL MARKETING. APPAREL.

PRINTING. Catch Fire Marketing helps clients save time and money by consolidating their printing to fewer (a single) vendor. Not only does this make implementation easier, it allows us to assist you to ensure continuity in design and branding of your printed materials. Services include: Business cards, flyers, brochures, note cards, letterhead, envelopes, posters, notepads, presentation folders, signs/banners, vehicle decals and magnets.

PROMOTIONAL MARKETING ITEMS. Over 800,000 promotional product options. Promotional marketing is one of the few advertising mediums that has been increasing year over year in recent years. Why? Because it is effective! Getting a useful or memorable item directly into the hands of the person you wanted to reach is ?shortest distance between two points.? Spending advertising dollars in declining mediums such as print, radio, television doesn't make sense, particularly when you aren't assured that the "right" people will even see your advertisement.

GRAPHIC DESIGN. Logos, Slogos, and Web site design. Our in-house graphics team ensures quality and timely responses for our clients' projects. Of course, our graphics team is also responsible for the creative work in our direct mail programs and printing.

DIRECT MAIL. Postcards, Newsletters, Brochures, Lumpy Mail Staying in touch typically will result in more business and referrals for most companies. We use the latest in variable data printing technology, enabling you to have personalized communications with your clients and prospects. We custom design your mail pieces (rather than have you select a template) to ensure that the piece communicates your message and has the exact look and feel you want.

APPAREL. Sales team, service teams, recognition, sports teams, events. Whether you want a uniform professional look for your staff or want to use corporate wear to promote pride in your business, we offer a wide selection of top brands of clothing and accessories that can be

Luggage and Travel
Outdoors, Sports, and Leisure
Pocket and Purse Accessories
Tools
Writing Instruments

* Required

Quote Form

In Hands Date: (MM/DD/YYYY)
Normal production starts after art approval.

Is This A Rush Order? ☒ Yes ☐ No

Item Name:

Quantity(s) Needed: *

Imprint Colors:

Material:

Material Color:

Size:

Price Range:

Catalog Information (if known)

Item Number:

Manufacturer:

Retail Price:

Special Instructions

Comments:

Send My Quote Via: ☒ E-mail ☐ Phone Call ☐ Fax

decorated using embroidery or screen printing. Corporate wear uses: sales teams, service staff, recognition item (staff or customers), company sponsored sports teams, company picnics, product promotion.

WHO DO WE WORK WITH? Whether you are a small, medium, or large company, professional services provider, retailer, law firm, medical practice, school, church, non-profit, restaurant, or government agency, your organization needs a variety of marketing resources. Whether your company has a marketing director and graphics department and is looking for a resource to assist in printing and mailing your marketing materials, or whether you need assistance with design, printing, and implementation of your marketing program, Catch Fire Marketing is the right resource for you! We can do as much or as little as you want to help your business successfully implement your marketing plan while being sensitive to your budget.

ABOUT THE COMPANY. For over eight years we have been working with businesses of all sizes and sophistications supporting their marketing efforts. We have diverse clients some of which have marketing and graphics departments in-house, and other utilize us for many of those services.

ABOUT THE OWN. Steve Bocher, the owner of Catch Fire Marketing, has twenty-five years of sales, marketing, and management experience. Steve spent fifteen years of his career as a sales and management consultant working with client around the world, focusing on improving their sales and sales management effectiveness. Steve is active working with clients on a daily basis helping them create effective marketing strategies for their businesses.

Contact Info

First Name:

Last Name:

Company:

Address 1:

Address 2:

City:

State/Province:

Zip Code:

Country:

E-mail:

Phone:

Extension:

Toll Free Phone:

Mobile:

Fax:

Please keep me informed of new information: ☒ Yes ☐ No

How Did You Hear About Us?

Please Be Specific:

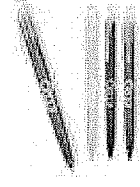
(Which search engine? Which website?
E-mail Marketing? Mail Marketing? Referral?)

Implementation is the key. Over the years we have found that businesses that work consistently with a single marketing service provider improve implementation. Having a company like Catch Fire Marketing that can help plan and execute a marketing program from start to finish increases the probability that it will get fully executed and typically reduces the cost. A great plan without follow through is not going to propel your business to the next level. Let us help you take your business to the next level!

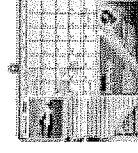
- Marketing campaigns to current and past clients; Marketing campaigns to targeted prospects
- Company branding/logo design (we help your business create/maintain a consistent image/theme/branding)
- Sales collateral materials (brochures, flyers, sales sheets, presentation folders, sales contract folders)
- Internal marketing resources (letterhead, envelopes, business cards, forms, custom thank you notes)
- Special occasion marketing programs (holiday, company anniversary)
- Company branded marketing and promotional materials (for use with prospects, clients, meetings, trade shows)
- Company branded items for staff (clothing, recognition gifts for service, company events, break room supplies, company store)



Scoop Rollerball-Highlighter Combo - On Sale



Translucent Retractable Ballpoint Pens



MousePaper Calendar Mouse Pad -
MousePaper



Fashion Ballpoint Pen With Comfort Grip -
Chrome Finish

Create a Great

"Elevator" Pitch?

Being able to quickly share about your business is an important skill.

In fact, that first 30-60 seconds is critical to generating interest and having the opportunity to move forward to

develop further
develop a business relationship. We would strongly encourage you to use this great tool developed by the Harvard Business School. Here are some tips to make the best use of this tool.

- Allow at thirty minutes or more
- Work on

Catch Fire Marketing Video Marketing Moments

Catch Fire Marketing has developed a series of short videos that address many common marketing questions and challenges. We'll be sharing these on our web site so watch for new installments.

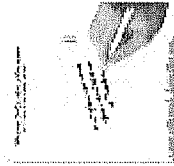
this during
your most
creative
time of day

- Have
someone
around
that you
can
bounce off
your ideas

- Be open to
following
the tools
suggestions
(don't stay
stuck with
the way
you have
always
done your
elevator
pitch).



Alvarado Stick Pen - On Sale!



Memo Board



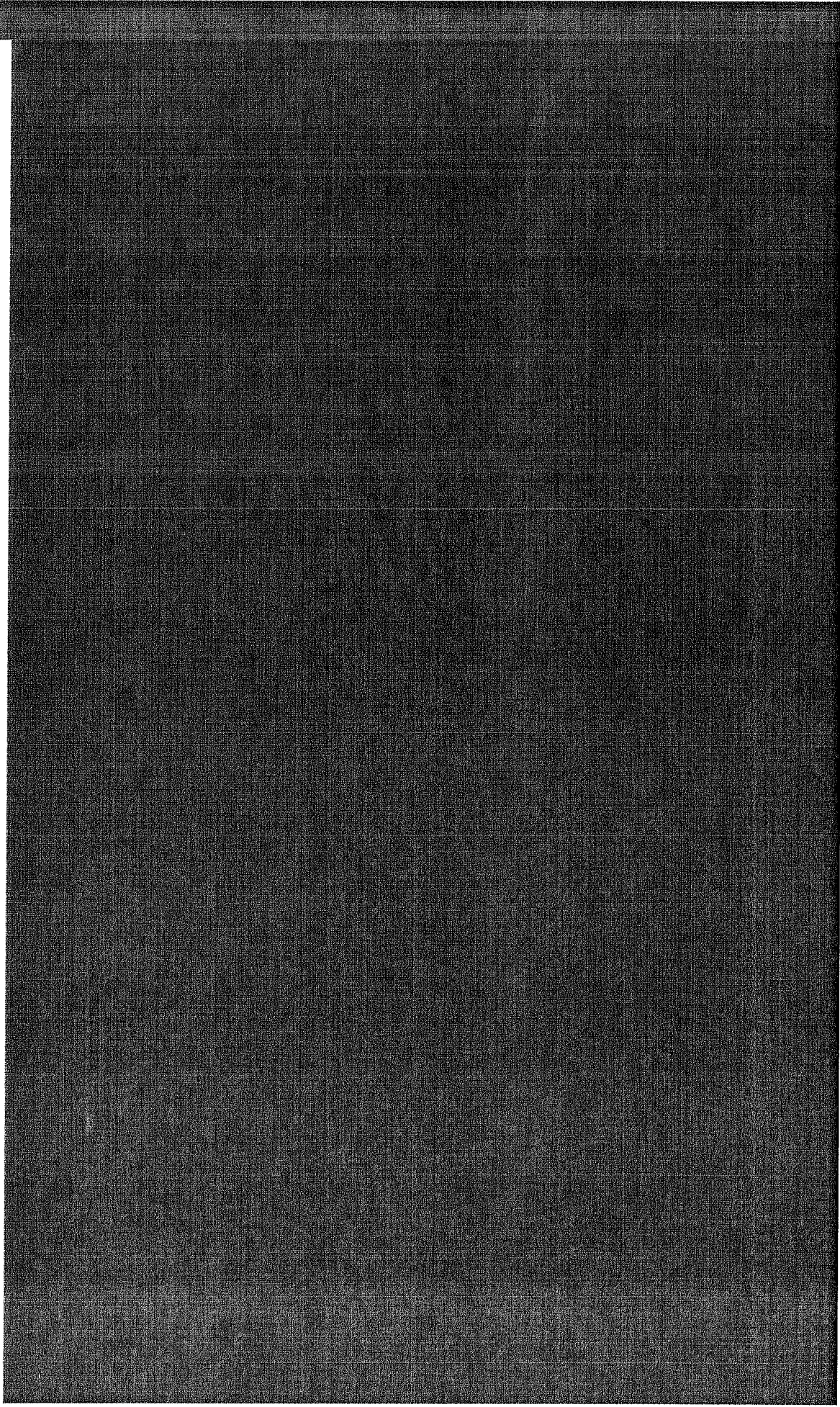
Cedar Retractable Ballpoint Pen



Crosby Pen

Office: 303.789.4663 | Fax: 303.496.7773 | 7200 E. Dry Creek Road, Suite F-102 | Centennial, CO 80112 | Info@CatchFireMarketing.com

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Password:

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**If Not, Find Out The # 1 Secret Your Web Guy
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With No Obligation! We want you to make money with your
website!**

Fill Out For Free Evaluation of Your Website!

First Name *

Last Name *

Email *

Website *

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**We Specialize in the Health and Beauty Industry in Internet
Marketing and Consulting! We offer different levels of coaching
for your business on the 7 Core Internet Marketing Principals.**

Top 7 Core Internet Marketing Principals

- ✓ **Research Niches, Keywords and Terms for SEO**
- ✓ **Website Design and Maintenance**
- ✓ **Search Engine Optimization (SEO)**

() - -

First name:

Last name:

Email:

A verification message will be sent to your cell phone. Std msg rates apply.

✓ Social Media Marketing

✓ Email Marketing

✓ Video Marketing

✓ Client Notification

✓ As a Leader in the Health & Beauty industry and a chiropractic/med-spa business consultant, I'll help you discover a 100% Guaranteed Method of building the Profitable Practice, Medi-Spa, or Anti-aging Business you've always dreamed about... No Matter How Much Experience You Have!

✓ If you've been searching for a shortcut to achieving your personal and professional goals, then I urge you to lock the door, take the phone off the hook, and carefully study every single word on this page... (Yes, It's That Important!)

See What Kristi Frank of Donald Trump's 1st Apprentice Series Says About Dr. Chandler George's New Book...



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Internet and Social Media Marketing For Doctors Book

Buy Now



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First Name *

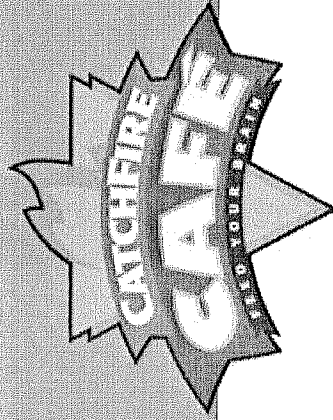
Email *

Send Newsletter!

Catchfire
Internet Marketing

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Catchfire Internet Marketing| Dallas, TX
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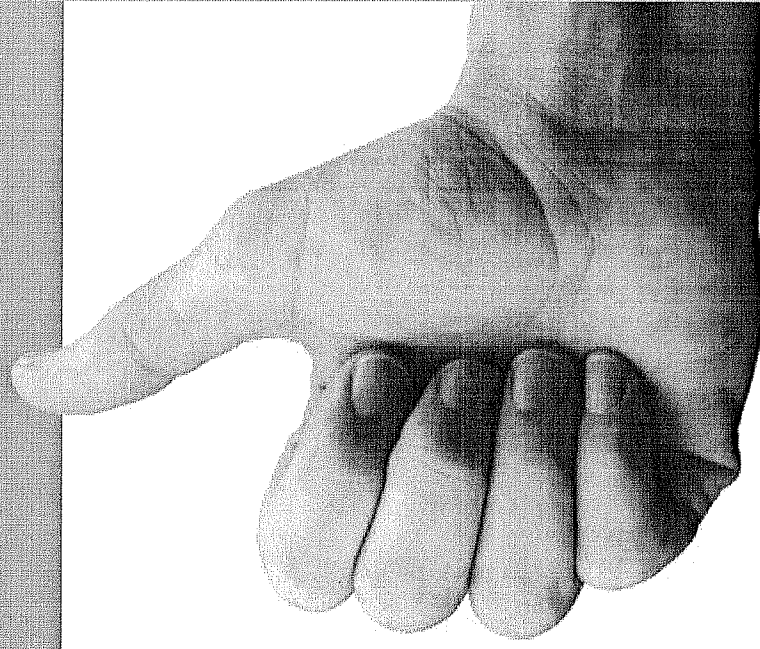
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CatchFire: Igniting Energy and Performance

(Available in: Keynote Presentations, Half-day Seminars, Full-day Programs, Webinars, and Internet-Based Challenges)

Maintaining top levels of energy. Staying focused under pressure. Tackling problems with enthusiasm and persistence. Living a healthy, balanced life.

CatchFire: Igniting Energy and Performance teaches your audience how to thrive in today's demanding world.

[Click for more information.](#)

Whole-Brain Communications

(Available in: Keynote Presentations, Half-day Seminars, Full-day Programs, Webinars, and Internet-Based Challenges)

Whole-Brain Communication presents an exciting new way to jumpstart team enthusiasm and effectiveness. Using the Emergenetics™ model*, the program teaches participants how to understand the dominant thinking and communication styles, and shows them how to use this knowledge to create dedicated, organized, supportive, high-performance teams.

[Click for more information.](#)

The Hunt For New Business

(Available in: Keynote Presentations, Half-day Seminars, Full-day Programs, Webinars, and Internet-Based Challenges)

Most sales training focuses on increasing knowledge. They teach the newest techniques or "secrets" to closing the sale. Unfortunately, most of this training fails

Businesses can't say enough about CatchFire Café Programs.

"I brought CatchFire Café in for some work with my leadership group two months ago... They are still talking about it, and better, using the information for better communication and project development. I was impressed with the scientific underpinning of the Emergenetics profile and the fast-moving, fun way the information was presented.. Everyone 'got it' - even our CFO was impressed."

— Luis Castillo, Senior Vice President
Siemens Medical Solutions

"I have now received all of the feedback from your speech...and CatchFire Café got RAVE REVIEWS! Thanks again and I look forward to getting you back in front of my team."

— James F. Flaherty

to produce lasting results. The reason? In the pressure-filled arena of sales, habits trump knowledge every time. It's not just what you know that makes you successful, it's what you consistently do (day-in and day-out) that produces sales results. It's your sales habits!

[Click for more information.](#)

Using Positive Psychology to Succeed in Business and Life

(Available in: Keynote Presentations, Half-day Seminars, Full-day Programs, Webinars, and Internet-Based Challenges)

Everyone agrees that a "positive attitude" is important for success in business – as well as in life. But very few people have gone deeper than the platitude "have a positive attitude." Just what is a positive attitude? What is its role in work productivity? And just as importantly, how do you develop a positive attitude – and how do you reclaim it after a particularly bad day?

[Click for more information.](#)

High-Performance Coaching

(Available in: Keynote Presentations, Half-day Seminars, Full-day Programs, Webinars, and Internet-Based Challenges)

High-Performance Coaching teaches supervisors, managers, and executives how to incorporate coaching skills into their management style so they can explode into a new level of performance.

[Click for more information.](#)

The Power of Feedback

(Available in: Keynote Presentations, Half-day Seminars, Full-day Programs, Webinars, and Internet-Based Challenges)

The Power of Feedback teaches you how to master the art of receiving feedback so you can improve your performance, relationships, and career growth.

[Click for more information.](#)

Creative Innovation

(Available in: Keynote Presentations, Half-day Seminars, Full-day Programs, Webinars, and Internet-Based Challenges)

Managing Director, Merrill Lynch

"Superlative...Amazing...Marvelous...Your presentation was both entertaining and informative. The response has been overwhelming."

— Ron Craver
Director of Sales and Marketing Administration
Smith & Nephew

"Thanks for the fine job you did as keynote speaker for our Symposium. Your message was right on target and entertaining. We have received many favorable comments...I would like to continue to work with you to ensure that we follow up with a systematic program...Thanks again for helping us make this the most successful Symposium ever."

— William Slavin, Vice President
IBM Global Services

"What can I say but, 'Home Run!' Once again, you exceeded my expectations. The input I received back from my managers was that your message was tremendously motivating to them, and a lot of fun as well."

— Larry Stillman
Group Vice President, Xpedx

"Everyone loved it...the program was awesome. Our people loved that it was great not only for business but also for them in their personal lives!"

— Elizabeth Curtis, CEO
Sharp Community Medical Group

"Thank you for your entertaining presentation on The Power of Feedback. I was fortunate enough to be able to attend, and found myself recommending your tips and recommendations to friends and colleagues. I believe the feedback message invaluable, and trust that those of us who attended the session are practicing the lessons learned to foster a company that embraces the 'Power of Feedback.'"

— Elaine T. Cloutier
Lean Six Sigma Coordinator, Visteon

"Informative, entertaining, motivational, and honest! You convinced my group within five minutes that you know your business. Your message isn't just 'hype.' You offer systems to help us repeat a successful performance again and again. I applaud your message and recommend it highly."

— Steve Mathis
Prudential California Realty

Creative Innovation is geared towards helping people burst narrow perspectives and open up the brain for new ideas. In an enlightening ("lighten up") and fun way, CatchFire Café explores the art and science behind creativity and innovation. Using research from neuroscience, Robin Williams, and Dilbert, CatchFire Café outlines 10 eye-opening yet practical rules of creativity.

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